SPONSORSHIP

PROPOSAL

CARLOS VIEIRA™
FOUNDATION

6079 WASHINGTON BLVD
LIVINGSTON, CA 95334

RACE FOR AUTISM .net

SAN JOAQUIN VALLEY
PORTUGUESE FESTIVAL

INTRODUCTION

The Carlos Vieira Foundation is proud to host the 4th Annual San Joaquin Valley Portuguese Festival! The celebration is open to ALL people to come discover the culture and heritage of the Portuguese people and honor their contributions to the San Joaquin Valley and the state of California. The festival will be held at the Stanislaus County Fairgrounds in Turlock, CA on April 22-23, 2023.

This family-friendly event will showcase traditional Portuguese dancing, music, and cuisine. The festival will be kicked off by a Portuguese parade on Saturday followed by plenty of activities including folklore performances, bull on a rope, philharmonic performances, a wine and cheese tasting, cultural exhibit, carnival rides, plenty of Portuguese food and craft vendors, and exciting performances on the 51FIFTY Stage! Sunday will feature a traditional Portuguese Bloodless bullfight!

The San Joaquin Valley Portuguese Festival provides a great marketing prospect for your company. In the past, our festival has attracted over 15,000 attendees from across the state and was featured on several news channels, including Portugal's national news. As a fundraiser for our Race for Autism campaign, this is a great opportunity for your company to gain a positive presence with a great cause. Your tax-deductible donation can help numerous kids with autism receive the services they need to live a healthy and happy life.

BECOME A PARTNER

We would like to give your company the opportunity to become a partner of the San Joaquin Valley Portuguese Festival. Please see attached sponsorship deck for some of the available opportunities. We can also create a custom sponsor packet for your company or organization. Call or email us for details.

SPONSORSHIP PACKAGES

PRESENTING SPONSOR

$30K

- Your company will be the exclusive presenting sponsor.
- The festival will be referred to on all print marketing materials as the “San Joaquin Valley Portuguese Festival presented by [Your Company Name]”
- Promotion on Radio, TV, Newspaper, Magazine, Posters and Flyers and social media
- Promotion in ~2,000 radio commericals across 17 different radio stations within Central California.
- VIP Seating Area at main stage and bullfight arena
- Logo as primary on the event website and front or back of T-Shirts
- Up to 30 complimentary event tshirts provided
- Email list of attendees who enter the event raffle or SJVPF mailing list
- 3-minute time slot to address audience during SJVPF opening ceremony
- Personalized social media sponsorship announcement
- Premium ad space in event program (logo on front cover and inside full-page ad)
- 30 second video ad shown on main stage screens between acts throughout festival
- Company banners prominently displayed at event entrance and throughout venue**
- Three (3) 10’ x 10’ informational booth and/or product sales (non-food) at event**
- Listed as sponsor on the event program, website, social media post, and thank you banner posted at the event.
- 50 complimentary bullfight wristbands

MAIN STAGE SPONSOR

$25K

- Stage named after your company, “[Your Company Name] Stage”, and represented on the festival map.
- Logo on event website and back of T-Shirt
- Promotion on marketing materials published after contract is signed
- Promotion in ~2,000 radio commericals across 17 different radio stations within Central California.
- Personalized social media sponsorship announcement
- Premium Ad space in event program (inside full page)
- 30 second video ad shown on main stage screens between acts throughout festival
- Company logo banners displayed at event (10 max)**
- Free 10’ x 10’ informational booth and/or product sales (non-food) at event**
- Listed as sponsor on the event program, website, social media post, and thank you banner posted at the event.
- 50 complimentary bullfight wristbands

SPONSORSHIP PACKAGES

SECOND STAGE SPONSOR

$20K

- Secondary Stage named after your company, “[Your Company Name] Stage”, and represented on the festival map
- Logo on event website and back of T-Shirt
- Promotion on marketing materials published after contract is signed
- Promotion in ~2,000 radio commericals across 17 different radio stations within Central California.
- Personalized social media sponsorship announcement
- Ad space in event program (inside 1/2 page)
- 30 second video ad shown on main stage screens between acts throughout festival
- Company logo banners displayed at event (8 max)**
- Free 10’ x 10’ informational booth and/or product sales (non-food) at event**
- Listed as sponsor on the event program, website, social media post, and thank you banner posted at the event.
- 30 complimentary bullfight wristbands

BULLFIGHT ARENA SPONSOR

$20K

- Bullfight Arena named after your company, “[Company Name] Arena”, and represented on the festival map
- Logo on event website and back of T-Shirt
- Promotion on marketing materials published after contract is signed
- Promotion in ~2,000 radio commericals across 17 different radio stations within Central California.
- Personalized social media sponsorship announcement
- Ad space in event program (inside 1/2 page)
- 30 second video ad shown on main stage screens between acts throughout festival
- Company logo banners displayed at event (8 max)**
- Free 10’ x 10’ informational booth and/or product sales (non-food) at event**
- Listed as sponsor on the event program, website, social media post, and thank you banner posted at the event.
- 30 complimentary bullfight wristbands

SPONSORSHIP PACKAGES

WINE & CHEESE TASTING SPONSOR

$15K

- Wine & Cheese Tasting area named after your company, “[Your Company Name] Wine and Cheese Tasting”, and represented on the festival map.
- Logo on event wine glass, website, and back of T-Shirt
- Promotion in ~2,000 radio commericals across 17 different radio stations within Central California.
- Personalized social media sponsorship announcement
- Ad space in event program (inside 1/4 page)
- 30 second video ad shown on main stage screens between acts throughout festival
- Company logo banners displayed at event (6 max)**
- Free 10’ x 20’ booth in exhibit area**
- Listed as sponsor on the event program, website, social media post, and thank you banner posted at the event.
- 20 complimentary bullfight wristbands

BAR SPONSOR

$15K

- Bar areas named after your company, “[Your Company Name] Bar”, and represented on the festival map.
- Company logoed cups used at the bar areas (provided by your company)
- Promotion in ~2,000 radio commericals across 17 different radio stations within Central California.
- Personalized social media sponsorship announcement
- Ad space in event program (inside 1/4 page)
- 30 second video ad shown on main stage screens between acts throughout festival
- Company logo banners displayed at event (max)**
- Free 10’ x 10’ Informational booth and/or product sales(non-food) at event**
- Listed as sponsor on the event program, website, social media post, and thank you banner posted at the event.
- 20 complimentary bullfight wristbands

SPONSORSHIP PACKAGES

CARNIVAL SPONSOR

$10K

- Carnival area named after your company, “[Your Company Name] Carnival Area”, and represented on festival map.
- Logo on event website and back of T-Shirt
- Personalized social media sponsorship announcement
- Ad space in event program (inside 1/4 page)
- 30 second video ad shown on main stage screens between acts throughout festival
- Company logo banners displayed at event (4 max)**
- Free 10’ x 10’ Informational booth and/or product sales(non-food) at event**
- Listed as sponsor on the event program, website, social media post, and thank you banner posted at the event.
- 10 complimentary bullfight wristbands

GOLD SPONSOR

$10K

- Logo on event website and back of T-Shirt
- Personalized social media sponsorship announcement
- Ad space in event program (inside 1/4 page)
- 30 second video ad shown on main stage screens between acts throughout festival
- Company logo banners displayed at event (4 max)**
- Free 10’ x 10’ Informational booth and/or product sales(non-food) at event**
- Listed as sponsor on the event program, website, social media post, and thank you banner posted at the event.
- 10 complimentary bullfight wristbands

PARADE SPONSOR

$5K

- Parade referred to as “parade brought to you by [Your Company Name]”
- Opportunity for banner to be in parade**
- Company picture ad included in slideshow on main stage screens throughout festival
- Company logo banners displayed at event (2 max)**
- Free 10’ x 10’ informational booth and/or product sales(non-food) at event**
- Listed as sponsor on the event program, website, and thank you banner posted at the event
- 6 complimentary bullfight wristbands

SPONSORSHIP PACKAGES

PROGRAM SPONSOR

$5K

- Full page advertisement on back inside cover of festival program
- Company picture ad included in slideshow on main stage screens throughout festival
- Company logo banners displayed at event (2 max)**
- Free 10' x 10' informational booth and/or product sales(non-food) at event**
- Listed as sponsor on the event program, website, social media post, and thank you banner posted at the event.
- 6 complimentary bullfight wristbands

RADIO SPONSOR

$1.5K-$5K

- Select one of the following radio stations for all SJVPF ads on that station to conclude with: "this ad is brought to you by [Your Company Name]".

$5,000 KLBS 1330 AM: 297 radio commercials
$4,000 KWIN-FM 97.7 & 98.3: 128 radio commercials, 100 streamed commercials
$3,500 KHKK-FM 104.1 THE HAWK: 100 radio commercials, 100 streamed commercials
$3,500 KHOP 95.1 FM: 100 radio commercials, 100 streamed commercials
$3,000 NEWS TALK 580 & 105.9 KMJ NOW: 117 radio commercials, 40 streamed commericals
$2,000 KSKS-FM 93.7 KISS COUNTRY: 100 radio commercials
$2,000 KABX K97.5 FM: 90 radio commercials
$2,000 KBRE THE BEAR 105.7 FM/1660 AM: 90 radio commercials
$2,000 KUBB COUNTRY 96.3 FM: 90 radio commercials
$2,000 KYOS NEWS/TALK 1480 AM: 90 radio commercials
$1,500 KMGV MEGA 97.9 FM: 60 radio commercials
$1,500 KWYE: 60 radio commercials
$1,500 KLOQ RADIO LOBO 98.7 FM: 75 radio commercials
$1,500 KHTN HOT 104.7 FM: 75 radio commercials

- Company picture ad included in slideshow on main stage screens throughout festival
- Company logo banners displayed at event (2 max)**
- Free 10' x 10' informational booth and/or product sales(non-food) at event**
- Listed as sponsor on the event program, website, social media post, and thank you banner posted at the event.
- 4 complimentary bullfight wristbands

SPONSORSHIP PACKAGES

SILVER SPONSOR

$2.5K

- Company picture ad included in slideshow on main stage screens throughout festival
- Company logo banners displayed at event (2 max)**
- Free 10’ x 10’ informational booth and/or product sales(non-food) at event**
- Listed as sponsor on the event program, website, social media post, and thank you banner posted at the event.
- 4 complimentary bullfight wristbands

BRONZE SPONSOR

$1K

- Company logo banners displayed at event (2 max)**
- Free 10’ x 10’ informational booth space**
- Listed as sponsor on the event program, website, social media post, and thank you banner posted at the event.
- 2 complimentary bullfight wristbands

BUSINESS CARD PROGRAM AD

$500

- A business card advertisement in the festival program.

FRIEND OF SJVPF

$100

- Name listed as sponsor on the event program
- Free festival t-shirt

SPONSORSHIP AGREEMENT

Please fill out the information below.

Name of Organization: _____

Contact Person/Representative: _____

Mailing Address: _____

Phone: _____ Sponsorship Level: _____

I/We, the undersigned, have read the above statement and agree to comply with the terms of this agreement.

Signature: _____ Date: _____

Thank you so much for your sponsorship! We look forward to partnering with you!

Make Check payable to:
Carlos Vieira Foundation
6079 Washington Blvd.
Livingston, CA 95334

EIN 27-1809919 501(c)(3)

DONATIONS WELCOME

We will also entertain any other monetary donation amounts and can create a special sponsorship packet for your company. In-kind donations are also appreciated. Examples include items such as generators, lights towers, stage and lighting, golf carts, canopies, etc.

**You must provide your own banners for display at the festival. You must provide your own tables, chairs, and canopy for your booth. Provided banner size must not exceed 24 sq. ft. unless in designated sponsor area (stage, bullfight arena, wine and cheese tasting, etc.)

THANK YOU

We appreciate your time, and we look forward to hearing from you soon. If you have any questions, please feel free to contact us at the information listed below. For more information about the San Joaquin Valley Portuguese Festival, please visit SJVportuguesefestival.com. For more information regarding the Carlos Vieira Foundation, visit our website at www.carlosvieirafoundation.org

Sincerely,

Julio Valadez, Event Director
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